



Make Plans to attend the upcoming Idaho Conference on Recreation & Tourism (ICORT).

The conference takes place May 3 - 5, 2011, at the [Red Lion Hotel](#) in Lewiston, ID. Be sure to mention you are attending the Idaho Conference on Recreation & Tourism for the conference rate, \$92.00 single – quad occupancy. Call 800-232-6730 for reservations. The registration cost for the conference is \$150.00. Online registration is available. The conference will focus on the New Age of Tourism -- retooling, looking for better ways of serving and attracting travelers, and searching for new paths to success. Scheduled speakers:

- Roger Brooks, of [Destination Development International](#), co-author of "Your Town: A Destination".
- Todd Skelton, of [TripAdvisor](#), how to handle your online reputation through reputation management.
- William Bakker, of [Think! Social Media](#), considered a leader in the world of digital destination marketing.
- Dr. Ken Cordell, [USDA Forest Service](#), author of "Outdoor Recreation for 21st Century America, a Report to the Nation - The National Survey on Recreation and the Environment".

[ICORT Agenda](#) [Online Registration](#) [Mail-in Registration](#) [Pre/Post Activities](#)

NOTE: If you happen to be in the Boise area on the Morning of Thursday, April 28 from 7:30-9:00am, Roger Brooks will be the keynote speaker at the [State of Downtown Boise Annual Meeting](#). Mr. Brooks is one of the world's leading specialists on community branding, development, marketing and tourism. This will give you a taste of what he will cover during his

ICORT presentations.

Who will you nominate?

The Take Pride in Idaho awards are given annually to organizations and individuals for their outstanding efforts to promote Idaho's tourism and recreation resources. Exceptional work in promoting Idaho as a travel and tourism destination is recognized each May at the [Idaho Conference on Recreation & Tourism](#) (ICORT). A panel of industry professionals, along with the Governor's office, selects those nominees who have made unique, creative, and noteworthy efforts to promote Idaho's tourism and recreation resources. Nominations for the 2011 Take Pride in Idaho Awards are due **no later than April 4.**

[2011 Take Pride Invitation](#) [2011 Take Pride Nomination Form](#)

Categories for nomination are:

- Outstanding Individual Achievement in Recreation and Tourism – award presented for efforts to develop, manage, preserve, promote and protect Idaho's tourism and recreation resources.
- Outstanding Tourism Community Award – recognizes a community devoted to the sustainability, growth and development of travel and tourism.
- Governor's Outstanding Tourism Event – highlights an event that brings national exposure to Idaho.
- Outstanding Cultural Tourism Award – presented in recognition of the project or event that best showcases Idaho's cultural tourism offerings.
- Outstanding Visitor Center Award – rewards the Idaho Visitor Center that has distinguished itself by its outstanding service to travelers.
- Idaho Media Award – recognizes the works of an Idaho newspaper, magazine, radio, television station or freelance writer to promote Idaho's tourism and recreation opportunities.

For more information on the Take Pride in Idaho Awards, contact ReNea Nelson at 208-334-2470 or email the nomination form to renea.nelson@tourism.idaho.gov.

NOTE: The Outstanding Historic Preservation Award has been incorporated into Preservation Idaho's [Orchids & Onions Awards](#) and is no longer a Take Pride in Idaho award category. Nominations were accepted until March 21. Awards will be presented on May 14 in Weiser. Visit [Preservation Idaho's website](#) for details and a list of past recipients.

Tune in to the new “Idaho Tour News Blog”

This blog, directed to tourism industry members, will share stories, ideas and metrics on the business of tourism in Idaho. Our goal is to help you capitalize on the valuable resource of

travelers and provide you with tools and ideas to do so. The blog will address topics such as updates on Idaho Tourism programs, status of room tax collections, statistics and trends, new ideas for marketing and promotion, social media tactics, potential marketing opportunities and more. Follow the blog at <http://industrynews.visitidaho.org/>.

Congratulations Lookout Pass!

A certificate presented to Lookout Pass reads: "Lookout Pass, USA Has Received The Most Snowfall In The World During The Previous 7 Days TO TUESDAY, 1st MARCH, 2011, with 194 CM (6.5 feet). The recognition was based on Skiinfo's snow reports collected from more than 2,000 ski areas in Europe and North America. www.skiinfo.co.uk

New Hostels in Kellogg and Boise

There's a new place to sleep in the Silver Valley, where you can lay down your head for as little as \$25 a night. Closed for years, Kellogg, Idaho's historic [McKinley Inn](#) is back open, resurrected as a hostel. The McKinley Inn is a wonderfully restored 1900's hotel with a lively history. John Wayne stayed here and frequented the roughest bar in Kellogg. It has been a brothel and gaming house as well as a hotel with a Bavarian theme. Today it is a home away from home with an affordable price and many amenities.

Downtown Boise also has a new hostel. Located in the heart of downtown Boise, [Idahostel](#) is centrally located near many fun and interesting sites and activities in the city, region and State. It is a clean, safe, and quiet facility within walking distance of restaurants, shops, attractions and services in downtown Boise. Idahostel's affordable budget rates allow visitors to maximize their dollar and their travel experience.

The Hagadone Events Center to open July, 2011

There is a new, exquisite meeting and event venue in town. [The Hagadone Events Center](#) is located on the Coeur d'Alene Resort Golf Course on the shores of Lake Coeur d'Alene, and will open in July, 2011. This 11,000 square foot facility, with its massive sliding glass doors, tall fireplaces, incredible lighting and sound systems, and gorgeous landscaping can host just about any special event. An expansive 6,000 feet of outdoor tiled deck space will overlook the beach, landscaping and lake views, along with a gorgeous new swimming pool. The facility has banquet space for 400 people indoors – or up to 600 people if the exterior decks are used.

The expansion also incorporates a new swimming venue that will include a 25x70 foot pool with a full-length infinity edge, sunning decks, restrooms and a bar and snack area. Custom pavers and grass areas will surround the pool for sunning and relaxing and fully furnished cabanas will be available for rent. Guests of The [Coeur d'Alene Resort](#) and The Coeur d'Alene Inn will also be able to enjoy a new stretch of private beach. Dockage at the golf course and an expanded 240-car

parking lot will also be added.

Owners of the Coeur d'Alene Resort are hopeful the Hagadone Events Center and its new amenities will help spur economic growth in the area, as the Coeur d'Alene Resort did when it opened in 1986.

Fish & Game Website Provides Outfitter Search Capabilities

Finding an outfitter is just a search away. This website

<http://fishandgame.idaho.gov/ifwis/ioglb/outfitterguide.aspx> allows users to search for an outfitter by activity and location. This is a collaborative effort from the Idaho Recreation and Tourism Initiative and is headed up by GIS expert Bart Butterfield at Idaho Fish & Game. The Forest Service and Idaho Outfitters and Guides Licensing Board worked together with the Department of Administration to bring this great site to fruition. Idaho Tourism's website www.visitidaho.org pulls content from the site and includes it as a resource.

Great Idaho Getaway Sweepstakes are Underway

The Idaho Division of Tourism announced its [Great Idaho Getaway Sweepstakes](#). Each of Idaho's seven travel regions contributed prize packages for this sweepstakes promotion. The integrated campaign includes an online sweepstakes, targeted print and online media, PR/social media outreach and video & DVD distribution. New digital opportunities include sharing with Netflix for streaming distribution as well as sending to overseas trade offices to help promote and market Idaho. Building on the Great Idaho Getaway launch last year, we hope to bring greater awareness to this message and Idaho as we move ahead.

Fraser Vineyard named Idaho Winery of 2011

Wine Press Northwest, a quarterly consumer magazine featuring the wines of Washington, Oregon, British Columbia and Idaho, has just named [Fraser Vineyard](#) the 2011 Idaho Winery of the Year. A small-production estate vineyard located in the Snake River Valley, Fraser Vineyard was started just eight years ago by winemaker Bill Fraser and his wife Bev. Since their first wine was released in 2005 they've garnered an impressive list of awards culminating in this top award of Idaho Winery of the Year. Congratulations!

[www.VisitIdaho.org](http://www.visitidaho.org) has a brand-new look

Idaho Tourism unveiled its newly-updated website last week, www.visitidaho.org. The site brings together creative design from the Great Idaho Getaway campaign to establish a cohesive message for Idaho's tourism marketing strategy. The site features brilliant, seasonally rotating background images with a comprehensive home page reflecting Idaho's tag line, Adventures in Living. The most advanced site we have produced to date, it includes links to database entries,

maps, news and events, a tourism blog, a newsletter, photo and video library, and 360 degree virtual tours.

Update information on Update Idaho.com

Did you know that www.updateidaho.com serves up information to multiple state and regional web sites? Please take a moment to update your listings at www.updateidaho.com. Lodging properties, attractions, events and organizations offering vacation packages may access the site to add new information or to update existing data. You may also review your listings and make any necessary changes. We want visitors to www.visitidaho.org and other sites to have the most up-to-date information possible. Email info@tourism.idaho.gov for assistance.

Tourism on the Rebound

Since we cannot regularly afford research, we rely on our 2% hotel, motel and private campground tax collections to provide us with insight on how we are doing. It appears that we are [on track to recover](#) entirely from the 8.48% downturn in collections of 2010 and hopefully in a year's time we will return to our peak of collections in 2008 of over \$7 million dollars.

Voluntourism in Idaho

Did you know Idaho has an established system to help match visitors to volunteer projects? On Idaho Tourism's [voluntourism web page](#) visitors can learn about this growing travel trend, the agencies involved and the opportunities available. The list of opportunities is varied and includes such positions as campground host, docents or guides for attractions or interpretive trails, river and trail maintenance, arts and crafts demonstrations and much more. Current partners include [Serve Idaho](#) , [Idaho Fish & Game](#), [Idaho Parks and Recreation](#) , [Passport in Time](#) , [Boise City Parks and Recreation](#) and [Take Pride in America](#) . Depending on the volunteer position, shift times range from a couple hours, to several days, to a few months. Consider telling your guests or visitors about local voluntourism opportunities in your area, or gather your family, coworkers or a civic group to participate in a project near you.

Year of Idaho Food

The [Year of Idaho Food](#) is a grass-roots, year-long, statewide look at the surprising variety of foods grown in Idaho — and not simply focusing on the foods themselves, but also on the social, economic and environmental significance of those foods. Idaho Tourism is supporting the Year of Idaho Foods by creating a shoulder season campaign "Harvest Idaho – One Bite at a Time," to run September through early November. We invite you to assist with the campaign by:

- Identifying food events in your region to support a culinary calendar of quality experiences for both residents and visitors.

- Creating three-day experiences for visitors that include lodging, unique Idaho food and beverage experiences and an attraction packaged together. (Example: Lodging at Hotel 43, 10-minute martini experience at Chandler's, and a performance of the Trey McIntyre Project)
- Sending photos of signature dishes featuring Idaho products at local restaurants.

For more information about the Year of Idaho Food and how you can be involved, please contact [Diane Norton](#), 208-334-2470.

Go West Summit 2011 in Idaho

Boise proved to be the perfect host city for the 2011 Go West Summit. The attendees tasted the local cuisine, explored the thriving downtown during a dine around, partied like rock stars at the Knitting Factory, and learned about the Basque culture whose traditions and history are truly rich and colorful. Five day trips gave attendees further opportunities to explore Idaho.

There were 370 attendees at Go West, including 87 tour operators representing 15 countries, domestic based receptive operators and media. Idaho was well represented with eight supplier attendees and 12 sponsors. These statewide representatives all promoted the many reasons international travelers should visit Idaho. Please contact Nancy Richardson with questions about Idaho's international tourism marketing program. [International and domestic travel trade leads](#) are available through [Update Idaho](#).

Wild Rivers License Plate Funds Distributed

The Idaho Department of Commerce and the Wild Rivers license plate advisory committee met recently to review requests and distribute the funds collected from the purchase of Wild Rivers specialty plates. These funds can only be distributed to communities and non-profit groups and must be used for one of the following purposes by legislative rule:

- To promote whitewater river tourism (in a certain area of Idaho or across the state).
- To promote, encourage or ensure safety on whitewater rivers.
- To improve access or facilities for recreational river boaters.
- To help reduce or clean up litter, or promote good conservation practices by river users.

This year's recipients are:

Big Water Blowout River Festival (Advertising) \$3,900

Cascade Rural Fire Protection District (Swift water rescue equipment & training) \$2,000

Clearwater Co. Sheriff Search & Rescue (Swift water rescue equipment) \$3,000

Gem Co. Sheriff Posse (Swift water rescue equipment & training) \$2,000

Kamiah Chamber (Whitewater River Experience Program for youth) \$2,000

McCall Fire Protection District (Swift water rescue equipment & training) \$2,000

Meadows Valley School District (Dare to Kayak program) \$2,000

Boise River Recreation Park Fund (webcam at the Ray Neef River Park) \$5,000
River Discovery (Salmon River Adult Adventure Program for Cancer survivors) \$2,000
Salmon River Dive Team/Riggins City Fire Dept. (Swift water rescue equipment) \$3,000
Valley Co. Sheriff's Office (Swift water rescue equipment) \$5,000

Please contact [Mitch Knothe](#) with questions about the Wild Rivers license plate program.

Idaho Department of Commerce,
Division of Tourism Development
P.O. Box 83720
Boise, ID 83720-0093
1-800-VISIT-ID
www.tourism.idaho.gov
visitidaho.org
blog.visitidaho.org
info@tourism.idaho.gov



C.L. "Butch" Otter, Governor
Don Dietrich, Director
Karen Ballard, Administrator

Idaho Department of Commerce is an
equal opportunity employer. This newsletter is
available in alternative formats
for individuals with disabilities.

If you would no longer like to receive e-newsletters
from the Idaho Department of Commerce
[click here to unsubscribe.](#)

FORWARD to a *friend*